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DATE: Wednesday, April 26, 2023



Lubbock Economic Development Alliance Announces the Creation of Nearly 150 Jobs and Introduction of Over \$52 Million Dollars into the Lubbock Community

(LUBBOCK, TX) – The Lubbock Economic Development Alliance (LEDA) announced the expansion of Orbia’s Connectivity Solutions business Dura-Line into the Lubbock community during a press conference on Wednesday afternoon. This expansion will drive the creation of 141 new full-time jobs and introduce over \$52 million of capital investment.

Leading in the global manufacturing and distribution of conduit, FuturePath, and cable-in-conduit, Orbia’s Dura-Line business delivers infrastructure solutions to transform connectivity in industries including telecommunications, enterprise networking, energy and transportation. The business announced its expansion into the Lubbock Logistics Center II located in the Lubbock Business Park, where it will manufacture plastic conduit for fiberoptic lines.

“We are experiencing unprecedented demand for our products. So, expanding in a strategic location with a highly skilled workforce was crucial to our business plan. Lubbock exceeds in both categories,” said Elad Shmulevich, Vice President of Global Operations at Orbia Connectivity Solutions (Dura-Line). Shmulevich continued, “The support we’ve received from the LEDA team and the Lubbock community so far has confirmed that we made the right decision.”

John Osborne, CEO and president of LEDA, emphasizes the magnitude of this announcement for rural communities in West Texas.

“The expansion of Orbia’s Dura-Line business into the Hub City is monumental for the continued growth of rural Texas,” said Osborne. “Dura-Line’s production of conduit pathways for fiberoptic cables will enable the expansion of broadband connectivity to our rural communities in need, especially those in West Texas. I am proud to welcome Orbia and Dura-Line to Lubbock, as they have proven to be great corporate partners that share our West Texas values and vision for the future of this region.”

About LEDA

Since its inception in 2004, LEDA has assisted 231 companies with their expansion or relocation to Lubbock. These companies committed to creating 11,205 jobs and investing more than \$2.2 billion in new capital improvements that have resulted in \$1.9 billion in value-added impact to the Lubbock area.

About Orbia

Orbia is a company driven by a shared purpose: to advance life around the world. Orbia operates in the Polymer Solutions (Vestolit and Alphagary), Building and Infrastructure (Wavin), Precision Agriculture (Netafim), Connectivity Solutions (Dura-Line) and Fluorinated Solutions (Koura) sectors. The five Orbia business groups have a collective focus on expanding access to health and wellness, reinventing the future of cities and homes, ensuring food and water security, connecting communities to information and accelerating a circular economy with basic and advanced materials, specialty products and innovative solutions. Orbia has a global team of over 23,000 employees, commercial activities in more than 110 countries and operations in over 50, with global headquarters in Boston, Mexico City, Amsterdam and Tel Aviv. The company generated \$9.6 billion in revenue in 2022. To learn more, visit: [orbias.com](https://www.orbia.com).

About Orbia Connectivity Solutions (Dura-Line)

Orbia's Connectivity Solutions business, Dura-Line, is a leading manufacturer and distributor of telecommunications conduit, cable-in-conduit and other high-density polyethylene (HDPE) and connectivity infrastructure solutions that serve telecommunications, transportation and network electrical markets. With more than 50 years of experience and a long-standing reputation for the safety, efficiency and durability of its products and installations, Dura-Line's more than 1.6 million feet of essential and innovative infrastructure produced annually line the physical pathways for fiber and network technologies that connect cities, homes and people worldwide. Dura-Line has 1,700 employees and 17 manufacturing facilities across the U.S., Canada, India, Oman and Europe, serving over 50 countries through a global sales and distribution network.

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